

Andy
Robinson

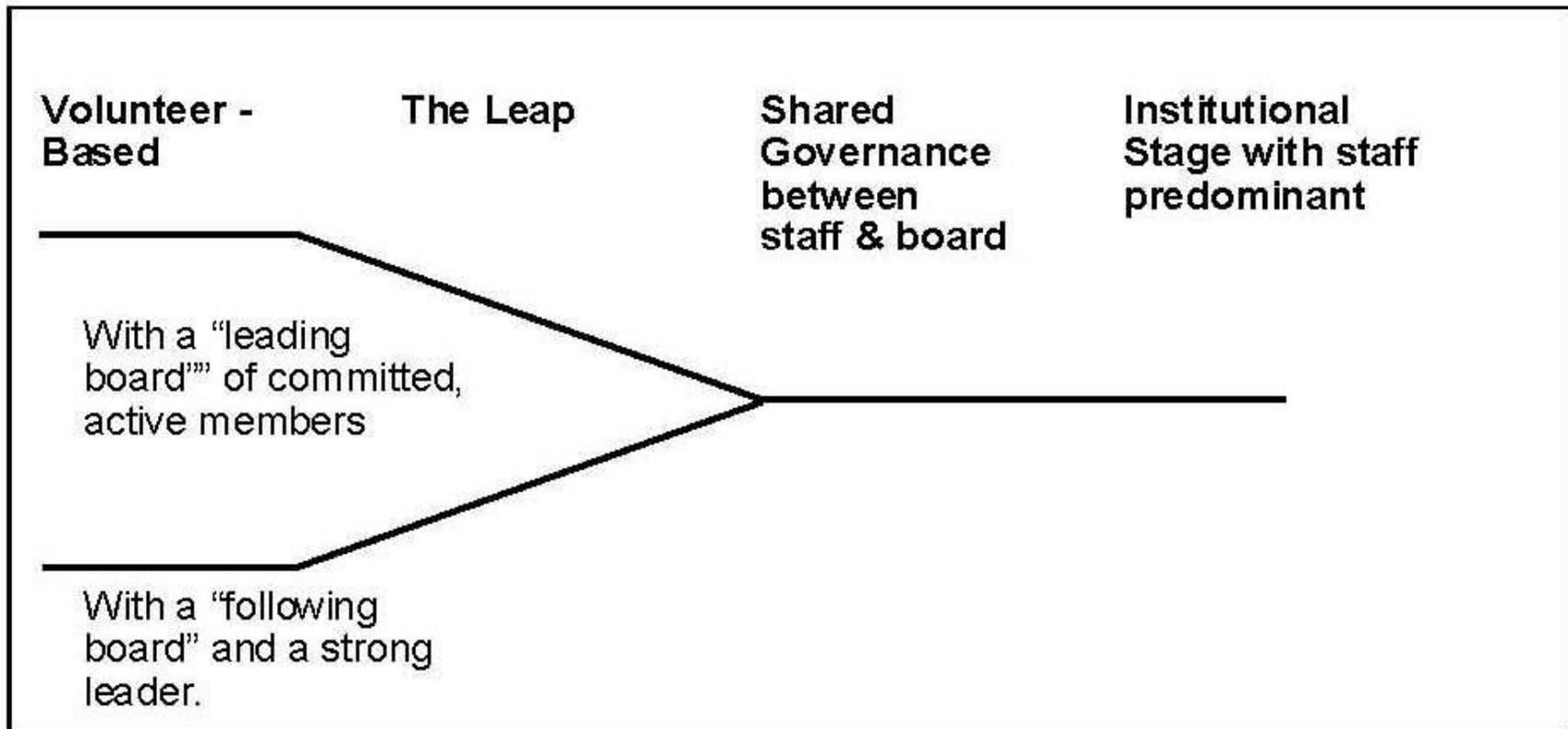


Recruiting and Retaining Board Members

Vermont Library Association
Vermont Department of Libraries

5/21/19

How organizations change: The Four Stages



Adapted with permission from Institute for Conservation Leadership, www.icl.org

Designing the perfect board



Exercise: Brainstorm your board



- *Skills.* What skills do they need to be effective?
- *Qualities.* How do you want them to act?
- *Representation.* Who needs to be involved?

3 ways to use this tool

- Rate the board as a whole
- Rate board members individually
- Self-evaluation



Skill or characteristic	SJN	NO	PQ	BC	ET	RA	TC	SZ	AR
Meeting facilitation	+	-	?	+	+	-	-	√	+
Team player	√	√	+	√	+	√	-	+	+
Available time	+	-	-	√	√	+	+	√	-
Board experience	√	√	+	+	?	-	+	√	√
Willing to fundraise	+	-	?	?	+	?	-	+	?

Simple scoring system

+ outstanding

√ adequate

- poor

? don't know





Use this tool to

- *Identify gaps* on your board
- *Proactively recruit people* to fill those gaps

The alternative – “I know a guy...” – results in a randomly-created board...and you get random results.

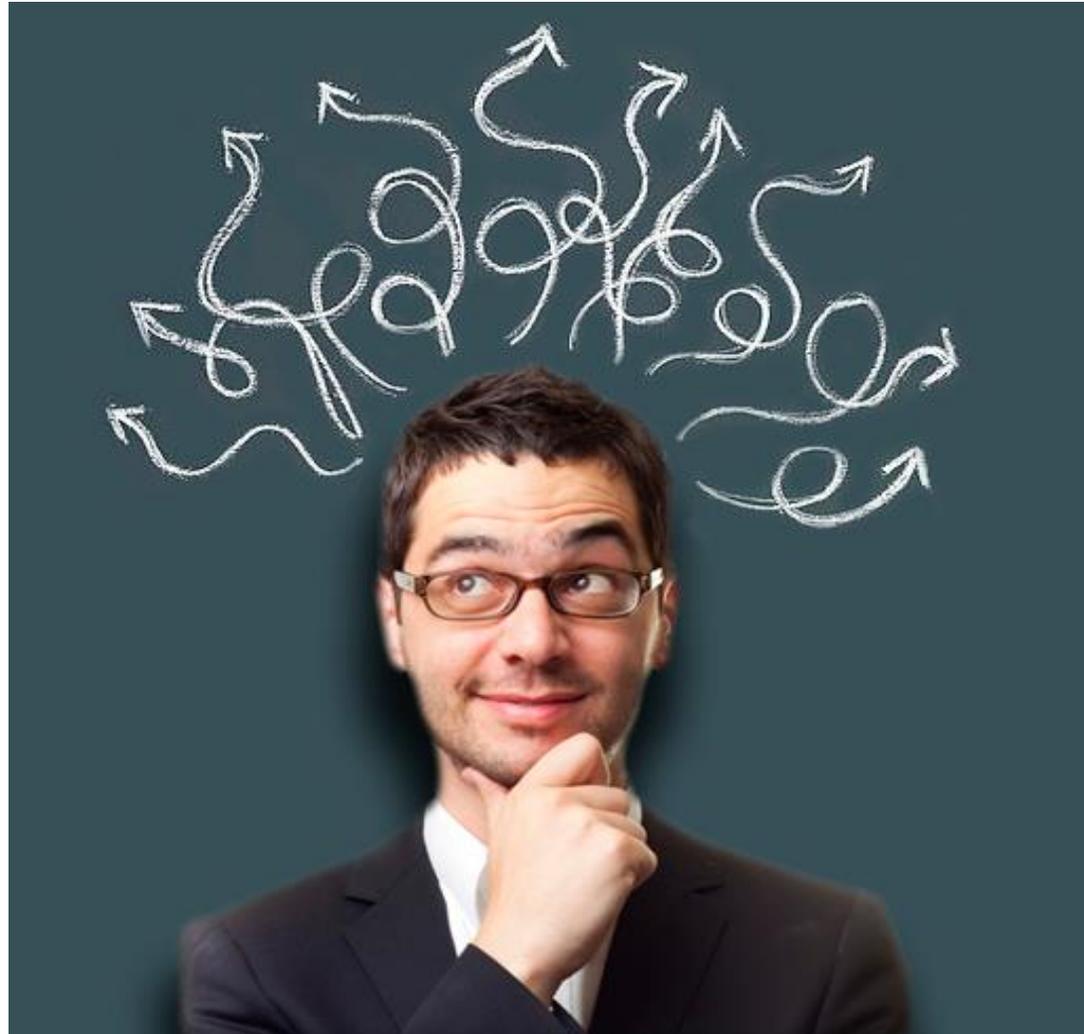


Why you need a **board job description**

- Sets clear expectations
- Helps with recruitment
- Clarifies what board members can expect from the organization
- Weeds out poor candidates

Exercise:

Review sample job descriptions





Board orientation strategies

- Board manual
- Orientation event
- Buddy system
- Annual “day in the office”
- Board retreat

Questions?





How will you implement what you've learned today?

What Every
BOARD MEMBER
Needs to
**KNOW,
DO, AND
AVOID**

*A 1-Hour
Guide*



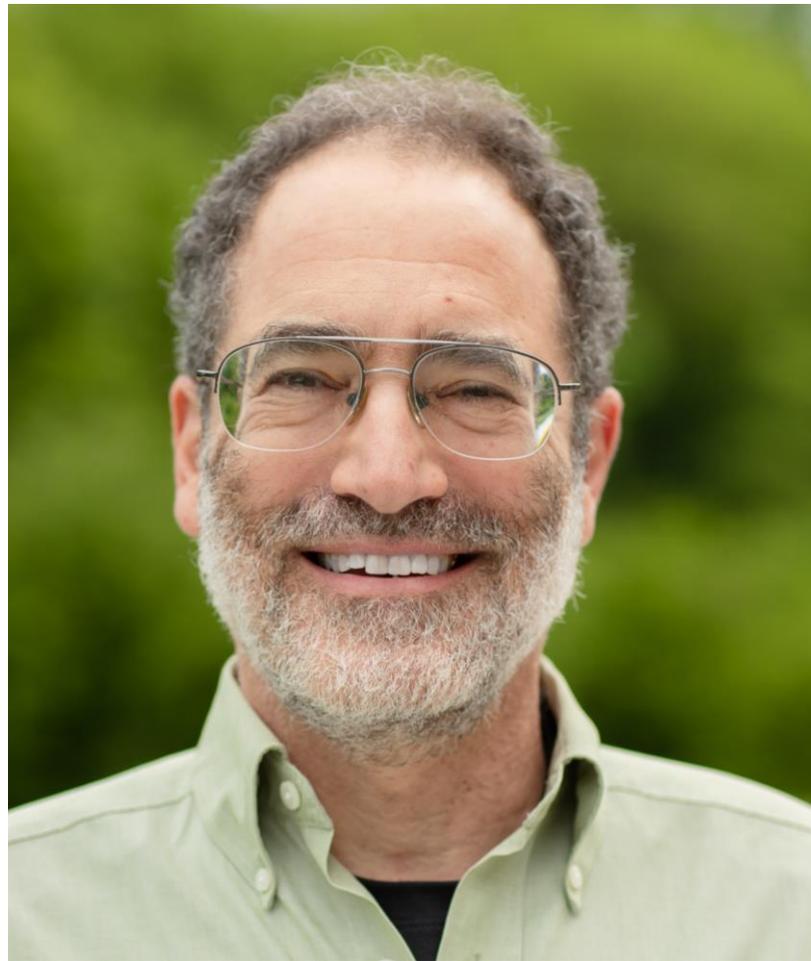
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Andy's latest book

Available from

www.emersonandchurch.com



Good luck and stay in touch!

www.andyrobinsononline.com

www.trainyourboard.com